



PATENT  
740388-0020

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re PATENT application of:

Lawrence F. GLASER

Art Unit: 2166

Application No.: 09/270,710

Examiner: Alexander KALINOWSKI  
CERTIFICATE OF MAILING

Filed: March 16, 1999

For: METHOD OF EMBEDDING ADVERTISEMENTS  
IN COMMUNICATION

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REPLY UNDER 37 C.F.R. 1.111

Commissioner of Patents  
Washington, D.C. 20231

August 13, 2001

Dear Sir:

In response to the Examiner's non-Final Office Action mailed February 13, please  
consider the following remarks in connection with the above-identified application.

IN THE CLAIMS:

Please amend claim 1 as follows:

1. (Amended) A method of transmitting an advertisement from a sending party to a  
receiving party comprising the steps of:  
initiating a communication from a data processing system associated with the sending  
party;  
associating a preselected advertisement with said communication within the data  
processing system associated with the sending party; and  
transmitting said communication with said preselected advertisement embedded  
therein to the recipient.

Please add the following new claim 22:

22. The method of claim 1, wherein associating said preselected advertisement with said  
communication further comprises associating a personal testimonial by said sending party  
thereby lending credibility to said preselected advertisement. --